

Message Text

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43

ACTION EA-07

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FM AMEMBASSY *OKYO

TO USDOC USTS

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UNCLAS TOKYO 16693

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: TOUR DEVELOPMENT: WHOLESALERS' COSTS

SUMMARY: SUMMARIZES TOUR PROGRAMS OF 5 MAJOR TRAVEL WHOLESALERS.
 END OF SUMMARY.

TYOWAS 4-140 FOR OMD. FOLLOWING ARE SUMMARY COST FIGURES FOR
 EACH OF 5 WHOLESALERS' 1974 WEST COAST PROGRAMS, PLUS USTS
 MAXIMUM INPUT CALCULATED ACCORDING TO FORMULA GIVEN US.
 DETAILED FIGURES FOLLOW BY TSD.

WHOLESALER WEST COAST - CY1974 WHOLESALERS USGS MAXIMUM
 SALES PROJECTION COST (\$) CONTRIBUTION(\$)

WTO (JET)	8,600	) 20,131	10,065
JCT (JALPAK)	14,400	273,226	136,613
JTB (LOOK)	14,000	84,000	49,417
KNT (HOLIDAY)	20,000	85,642	42,821
NTA (MACH)	3,500	55,853	27,926
TOTALS	60,500	* 518,852	266,842

SUPPLEMENTAL BUDGET WOULD ALLOW OUR FULL PARTICIPATION WITH EACH
 WHOLESALER. HOWEVER, WITHOUT SUPPLEMENTAL BUDGET, POSSIBILITIES
 ARE A. GIVE \$90,000 TO JCT. B. SPLIT \$90,000 PROPORTIONATELY
 BETWEEN JCT AND JTB. C. SPLIT PROPORTIONATELY AMONG ALL 5
 WHOLESALERS. D. OMD REDIRECT EXISTING FUNDS FROM OTHER POSTS
 FOR OUR TOUR
 DEVELOPMENT PROJECTS.

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OUR PREFERENCES ARE C ABOVE, FOLLOWED BY B.

PLEASE LET US HAVE YOUR THOUGHTS ASAP.
SHOESMITH

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